朝陽科技大學 098學年度第2學期教學大綱
Planning and Evaluation on leisure Activity 休閒活動設計與評估

當期課號	7103	Course Number	7103
授課教師	張君如	Instructor	CHANG,CHUN JU
中文課名	休閒活動設計與評估	Course Name	Planning and Evaluation on leisure Activity
開課單位	休閒事業管理系碩士班一A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	透過議題討論,參訪,及實際地參與活動企劃,學習活動設計與評估之基本理念與應用，培養學生對於休閒活動設計之能力。	Objectives	Developing a Program Pricing Philosophy Determining Program Costs Pricing Program Services.
教材	1.Rossman, J.R. , & Schlatter, B.E.（2000），Recreation programming: designing leisure experiences (3rd Edition). Champaign, IL: Sagamore Publishing. 2. Edginton, C. R., Hanson, C.J., Edginton, S. R., & Hudson, S.D.(?). Leisure programming: A service-centered and benefits approach (3rd). The McGraw-Hill Companies, Inc. 2. Rohnke & Butler (1995). QuickSliver: adventure games, initiative problems, truast activities and a guide to effective leadership.Project Adventure Inc. 3. Ewert (1989). outdoor adventure pursuits: foundations, models, and theories. Publishing Horizons, Inc.	Teaching Materials	1.Rossman, J.R. , & Schlatter, B.E.（2000），Recreation programming: designing leisure experiences (3rd Edition). Champaign, IL: Sagamore Publishing. 2. Edginton, C. R., Hanson, C.J., Edginton, S. R., & Hudson, S.D.(?). Leisure programming: A service-centered and benefits approach (3rd). The McGraw-Hill Companies, Inc. 2. Rohnke & Butler (1995). QuickSliver: adventure games, initiative problems, truast activities and a guide to effective leadership.Project Adventure Inc. 3. Ewert (1989). outdoor adventure pursuits: foundations, models, and theories. Publishing Horizons, Inc.
成績評量方式	出席（10%） 活動企劃書(40%) 活動執行宇成果報告書(40%) 課堂參與討論(10%)	Grading	attendence（10%） activity planning(40%) pratical and final report (40%) participation and discussion (10%)
教師網頁	數位教材網：http://163.17.8.246/xms/index.php?reload=1&favoriteMode=2&view=news/list.php		
教學內容	基本活動企劃概念 情境活動系統的六個關鍵元素 效益基礎企劃法 發展休閒服務產品 運用目標企劃法發展活動 發展活動機構的企劃使命 撰寫活動經營管理目標 獲得客戶資料 活動設計 創意企劃 準備活動企劃 活動促銷方法 活動報名程序 活動執行的人事管理與督導 發展活動定價哲學 確定活動成本 活動服務的定價 活動評估方法 五種活動評估模式 活動服務的決策	Syllabus	basic programming concepts six key elements of a situated activity system benefits-based programming developing leisure service products using goal and objective technology in program development developing the agency's programming mission writing program management goals obtaining client input program design creative programming preparing the program plan techniques for program promotion registration procedure staffing and supervising program operation developing a program pricing philosophy determining program costs pricing program costs program evaluation techniques five program evaluation models making decisions about program services

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